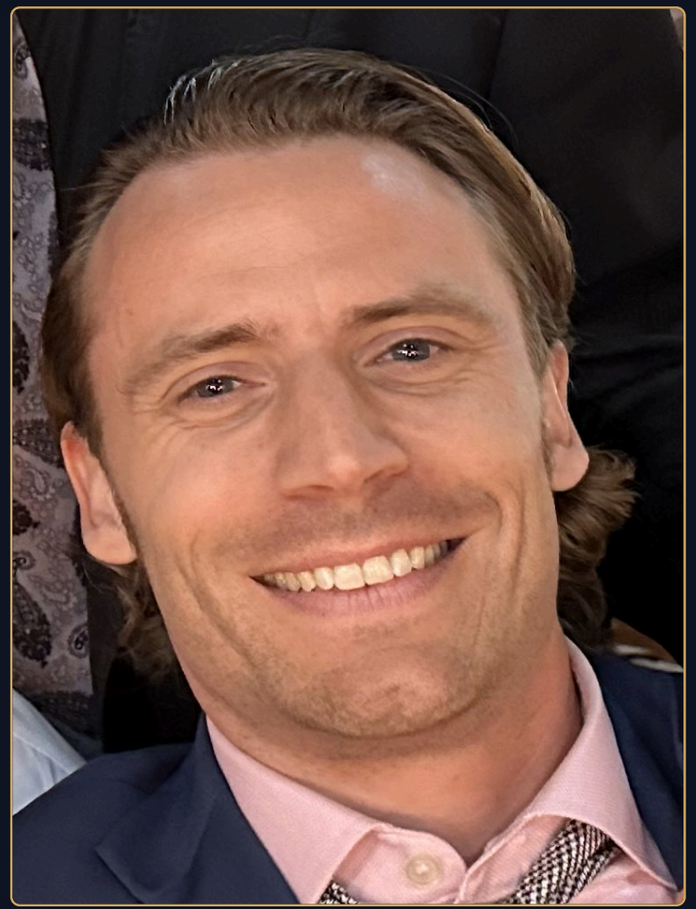
MEDIA KIT · PREPARED FOR MEDICAL & DENTAL PRACTICES

Promotional partnerships for medical practices



Leverage an audience that has already watched my doctor’s office series **over 10 million times** on Instagram and TikTok.

@lamortemick

Michael La Morte

HIGH-ENGAGEMENT PROMOTION DELIVERED THROUGH EVERYDAY, RELATABLE EXPERIENCES

As of November 18, 2026

PROMOTIONAL PARTNERSHIPS FOR MEDICAL PRACTICES

Videos your patients will actually watch

The fandom and metrics behind my doctor’s office series, and the ROI they can bring you

Dear Team,

Some of your patients likely already watch my doctor’s office series, which has over 10 million views on Insta and TikTok.

I turn the medical industry’s familiar headaches into humor that builds goodwill for your practice. Sharing a laugh over moments every patient knows makes your office feel relatable and down-to-earth. It’s authentically local, without any of the gimmicky marketing that feels detached from patients.

Fans relate instantly. They name their own doctors and dentists in the comments, say it’s exactly what calling their office sounds like, and keep asking for more.

The pages ahead show the fandom and engagement behind the series.

Given the chance, I’d build your practice a specialized campaign around your goals, my existing series, or both.

Michael La Morte

PROMOTIONAL PARTNERSHIPS FOR MEDICAL PRACTICES

At a glance

My flagship series, set in the tri-state doctor’s office: the front desk, the voicemail, the hold, the insurance and the waiting room.

As of November 22, 2026

10.57M
TOTAL VIEWS
Instagram 4.93M · TikTok 5.64M

70
VIDEOS
35 Instagram reels · 35 TikToks

1.35M
ENGAGEMENTS
Likes, comments, shares and saves · 12.8% of views

1.68M
TOP VIDEO
Combined views, Instagram and TikTok

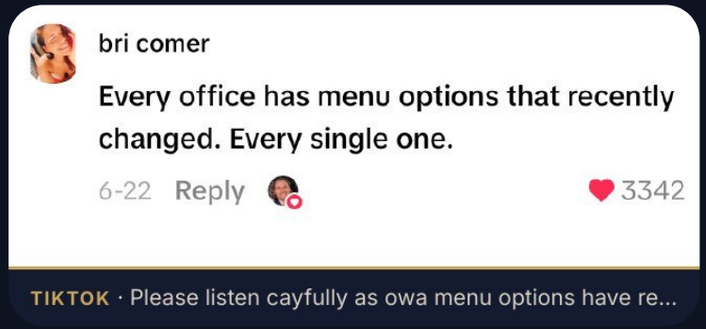
TOP FIVE BY COMBINED VIEWS	POSTED	INSTAGRAM	TIKTOK	COMBINED
The docta’s taking 4.5 weeks awf for his grandawta’s confamation	Aug 4	927K	750K	**1.68M**
The Thanksgivings Holidays	Oct 12	311K	1.17M	**1.48M**
Dr. Mawty Liebermans	Aug 29	756K	676K	**1.43M**
Short lunch break from 11:05am to 3:52 pm	Jul 11	781K	56.2K	**837K**
Kuindly note	Aug 20	398K	329K	**726K**

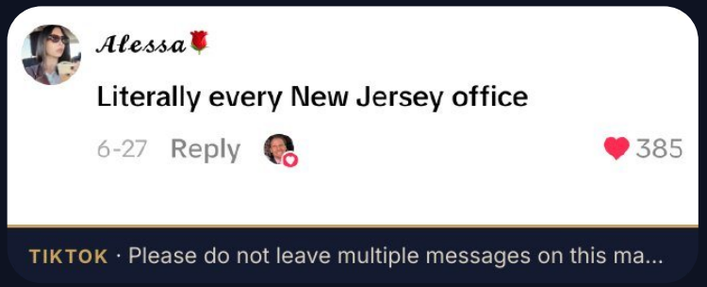
Instagram figures are from Instagram Insights. TikTok figures are from TikTok Studio, which rounds views above 10K.
First video posted June 19, 2026; most recent November 18, 2026.

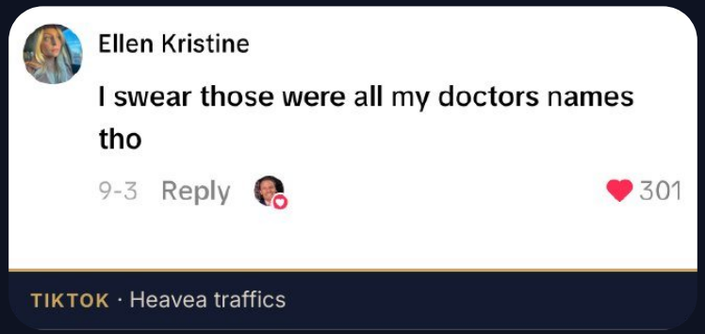
FAN COMMENTS · 24 COMMENTS ACROSS TIKTOK AND INSTAGRAM

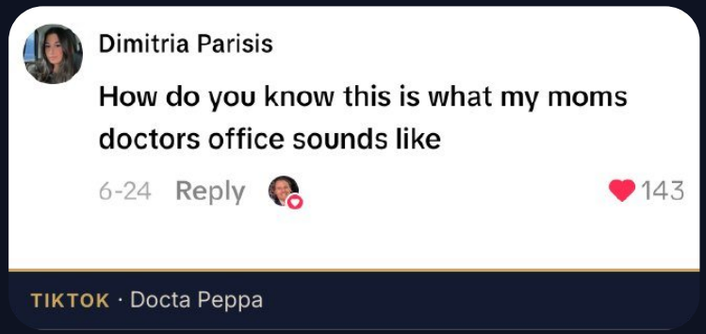
Patients recognize their own doctor’s office

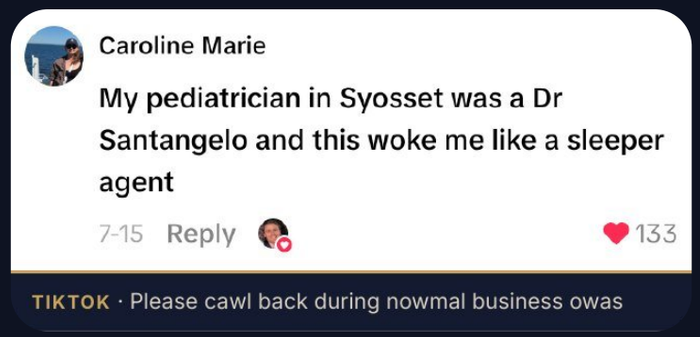




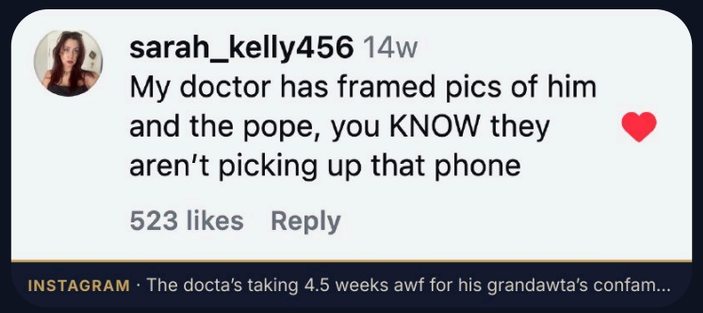


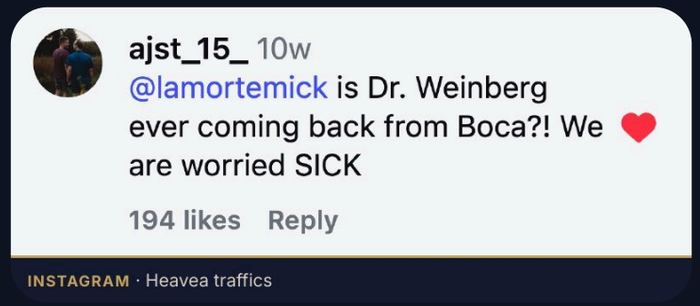


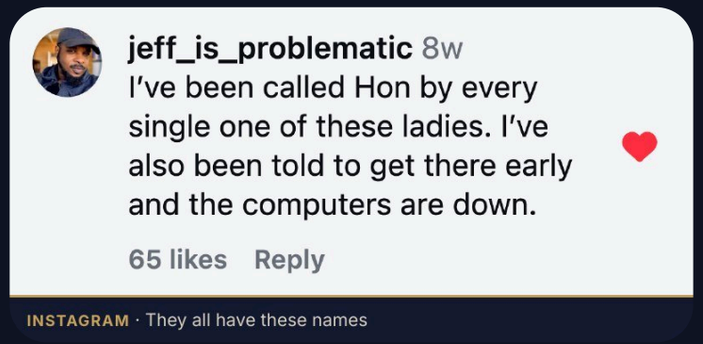


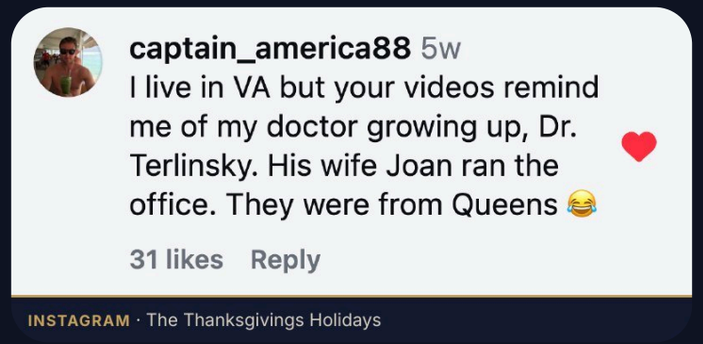

Caroline Marie
My pediatrician in Syosset was a Dr Santangelo and this woke me like a sleeper agent
7-15 Reply
133
TIKTOK · Please cawl back during nowmal business owas

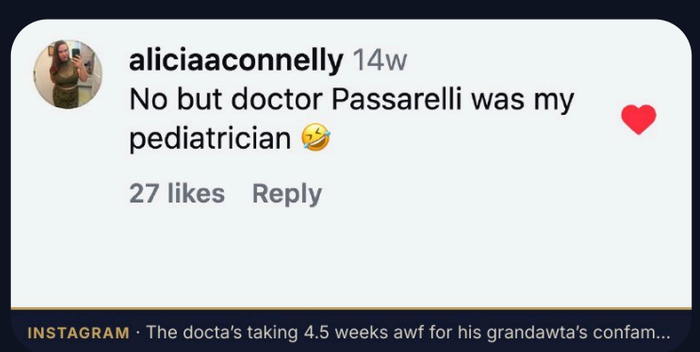

ashtagnofilter 12w
Literally why is it always kindly note!!!!
879 likes Reply
INSTAGRAM · Kuindly note

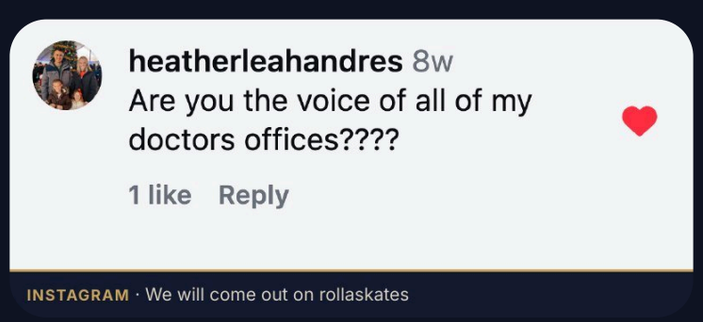

sarah_kelly456 14w
My doctor has framed pics of him and the pope, you KNOW they aren't picking up that phone
523 likes Reply
INSTAGRAM · The docta's taking 4.5 weeks awf for his grandawta's confam...

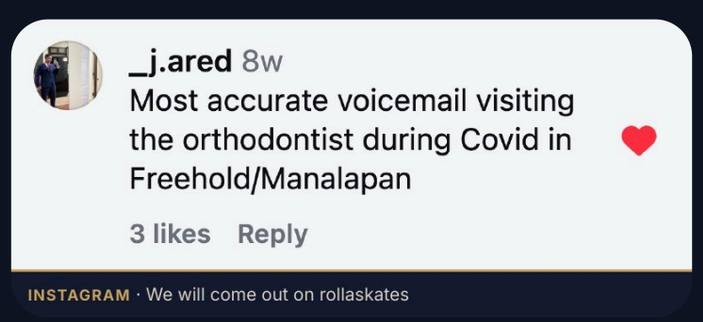

ajst_15_ 10w
@lamortemick is Dr. Weinberg ever coming back from Boca?! We are worried SICK
194 likes Reply
INSTAGRAM · Heavea traffics


jeff_is_problematic 8w
I've been called Hon by every single one of these ladies. I've also been told to get there early and the computers are down.
65 likes Reply
INSTAGRAM · They all have these names


captain_america88 5w
I live in VA but your videos remind me of my doctor growing up, Dr. Terlinsky. His wife Joan ran the office. They were from Queens 😂
31 likes Reply
INSTAGRAM · The Thanksgivings Holidays


aliciaaconnelly 14w
No but doctor Passarelli was my pediatrician 🤣
27 likes Reply
INSTAGRAM · The docta's taking 4.5 weeks awf for his grandawta's confam...


heatherleahandres 8w
Are you the voice of all of my doctors offices????
1 like Reply
INSTAGRAM · We will come out on rollaskates


_j.ared 8w
Most accurate voicemail visiting the orthodontist during Covid in Freehold/Manalapan
3 likes Reply
INSTAGRAM · We will come out on rollaskates



jacquelinejoyn 7w
Literally the receptionist at my dentist in Summit

4 likes Reply

INSTAGRAM · They all have these names



melodyrosa2083 1d
You sound like the receptionist at my dermatologist lol

6 likes Reply

INSTAGRAM · Get ya on the fibas, like the broccolis



lolatheolalolaa 14w
Thats actually my doctors name and yes we are in jersey...

5 likes Reply

INSTAGRAM · The docta's taking 4.5 weeks awf for his grandawta's confam...



bigstate75 11w
This is unbelievably spot on

9 likes Reply

INSTAGRAM · Dr. Mawty Liebermans



Tinkle mcstinkles
These is my favorite videos nows. KINDLY NOTE

9-13 Reply 95

TIKTOK · Docta Ricawdo Powchello gets sprays tans



miskw028
Can you please do one about needing a referral from your PCP to see a specialist

6-28 Reply 73

TIKTOK · Please do not leave multiple messages on this machine



milli100
yea my orthodontist in Massapequa 😂

8-30 Reply 16

TIKTOK · Dr. Mawty Liebermans



Jessica
Dr. Schwartz was my dentist here in NJ 😂

8-21 Reply 7

TIKTOK · Kuindly note



Isaiah
These are so niche.. keep them coming 😂

6-26 Reply 4

TIKTOK · Docta Peppa



noellepedersen1
So spot on I thought I dialed my obgyns office

6-30 Reply 2

TIKTOK · Please do not leave multiple messages on this machine

PROOF · RANKED BY TOTAL VIEWS

Top performing doctor’s office videos

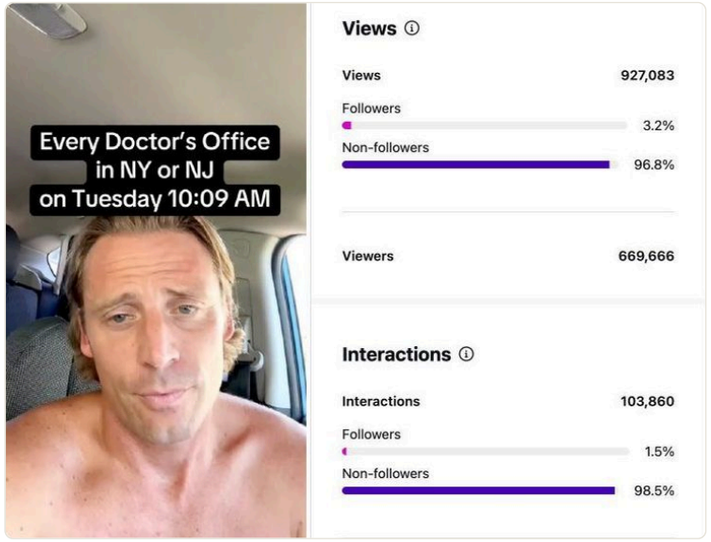
Instagram Insights and TikTok Studio · captured November 19, 2026

Engagements are likes, comments, shares and saves. Engagement rate per viewer = engagements ÷ people who watched; per view = engagements ÷ total views.

The docta’s taking 4.5 weeks awf for his grandawta’s confamation

Posted August 4, 2026 · Instagram + TikTok combined

INSTAGRAM INSIGHTS · 927,083 VIEWS



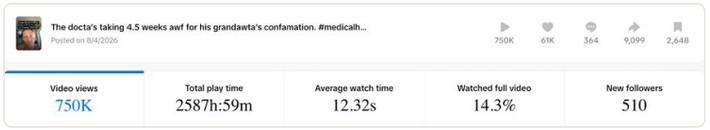
Views

Views	927,083
Followers	3.2%
Non-followers	96.8%
Viewers	669,666

Interactions

Interactions	103,860
Followers	1.5%
Non-followers	98.5%

TIKTOK STUDIO · 750K VIEWS



1.68M VIEWS · **177K** ENGAGEMENTS

12.9% per viewer · **10.5%** per view

Instagram + TikTok combined

The Thanksgivings Holidays

Posted October 12, 2026 · Instagram + TikTok combined

INSTAGRAM INSIGHTS · 308,816 VIEWS



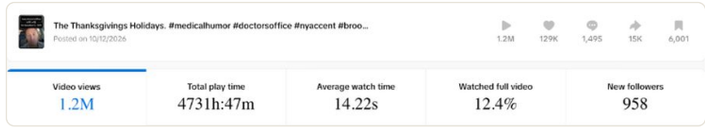
Views

Views	308,816
Followers	5.5%
Non-followers	94.5%
Viewers	226,734

Interactions

Interactions	33,446
Followers	7.6%
Non-followers	92.4%

TIKTOK STUDIO · 1.2M VIEWS



1.48M VIEWS · **185K** ENGAGEMENTS

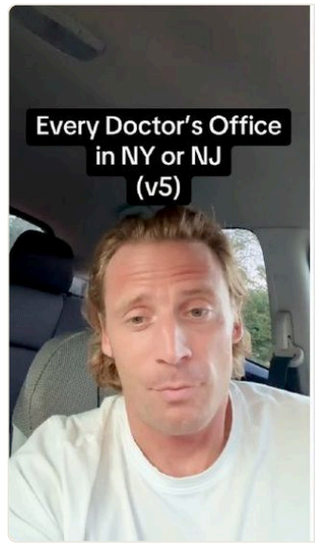
14.1% per viewer · **12.5%** per view

Instagram + TikTok combined

Dr. Mawty Liebermans

Posted August 29, 2026 · Instagram + TikTok combined

INSTAGRAM INSIGHTS · 754,953 VIEWS



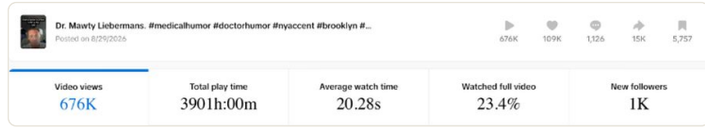
Views

Views	754,953
Followers	2.4%
Non-followers	97.6%
Viewers	547,587

Interactions

Interactions	91,019
Followers	2.3%
Non-followers	97.7%

TIKTOK STUDIO · 676K VIEWS



1.43M VIEWS · **222K** ENGAGEMENTS

19.0% per viewer · **15.5%** per view

Instagram + TikTok combined

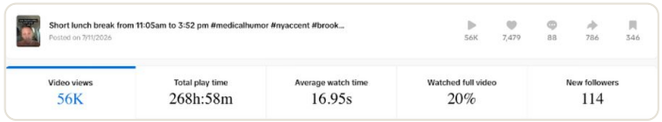
Short lunch break from 11:05am to 3:52pm

Posted July 11, 2026 · Instagram + TikTok combined

INSTAGRAM INSIGHTS · 780,547 VIEWS



TIKTOK STUDIO · 56.2K VIEWS



837K VIEWS

94.7K ENGAGEMENTS

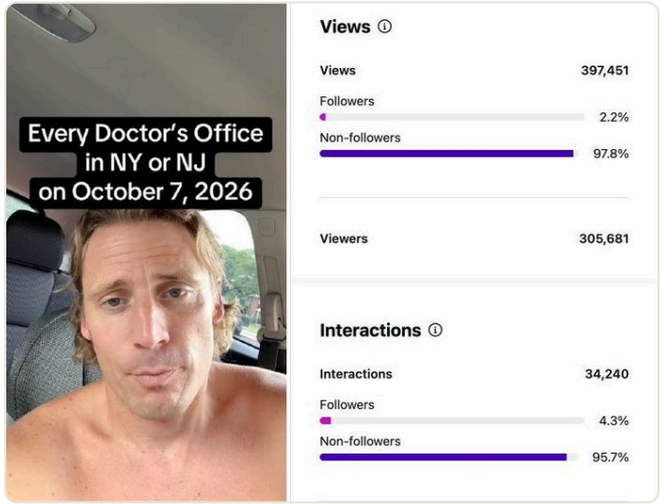
14.8% per viewer · **11.3%** per view

Instagram + TikTok combined

Kuindly note

Posted August 20, 2026 · Instagram + TikTok combined

INSTAGRAM INSIGHTS · 397,451 VIEWS



TIKTOK STUDIO · 329K VIEWS



726K VIEWS

82.5K ENGAGEMENTS

13.7% per viewer · **11.4%** per view

Instagram + TikTok combined

Docta Seymour Glazer, Docta Roberto Anastasio and Docta Sheldon Menkowitz

Posted October 1, 2026 · Instagram + TikTok combined

INSTAGRAM INSIGHTS · 223,735 VIEWS



TIKTOK STUDIO · 496K VIEWS



720K VIEWS

109K ENGAGEMENTS

17.7% per viewer · **15.2%** per view

Instagram + TikTok combined

We are eitha on the otha line…

Posted July 6, 2026 · Instagram + TikTok combined

INSTAGRAM INSIGHTS · 488,260 VIEWS



Views

Views	488,260
Followers	3.7%
Non-followers	96.3%
Viewers	297,217

Interactions

Interactions	53,226
Followers	0.8%
Non-followers	99.2%

TIKTOK STUDIO · 145K VIEWS

We are eitha on the otha line... #medicalhumor #longisland #nyaccent #funny ...
Posted on 7/6/2026

Video views	Total play time	Average watch time	Watched full video	New followers
145K	391h:02m	9.59s	29.9%	176

633K VIEWS

75.9K ENGAGEMENTS

17.7% per viewer · **12.0%** per view

Instagram + TikTok combined

The office is currently closed

Posted June 24, 2026 · TikTok

VIDEO · POSTED ON TIKTOK ONLY



TIKTOK STUDIO · 355K VIEWS

The office is currently closed. #medicalhumor #funny #comedy #nyaccent #b...
Posted on 6/24/2026

Video views	Total play time	Average watch time	Watched full video	New followers
355K	1533h:47m	15.38s	15.9%	340

355K VIEWS

65.6K ENGAGEMENTS

20.5% per viewer · **18.5%** per view

TikTok

Docta Ricawdo Powchello gets sprays tans

Posted September 13, 2026 · Instagram + TikTok combined

INSTAGRAM INSIGHTS · 62,696 VIEWS



Views

Views	62,696
Followers	8.8%
Non-followers	91.2%
Viewers	44,091

Interactions

Interactions	6,640
Followers	18.7%
Non-followers	81.3%

TIKTOK STUDIO · 268K VIEWS

Docta Ricawdo Powchello gets sprays tans. #medicalhumor #nyaccent #broo...
Posted on 9/13/2026

Video views	Total play time	Average watch time	Watched full video	New followers
268K	1254h:52m	16.66s	16.1%	513

331K VIEWS

51.1K ENGAGEMENTS

17.7% per viewer · **15.4%** per view

Instagram + TikTok combined

We are NOT taking any new patients until 2046

Posted July 1, 2026 · TikTok

VIDEO · POSTED ON TIKTOK ONLY



TIKTOK STUDIO · 304K VIEWS



304K VIEWS

54.3K ENGAGEMENTS

19.7% per viewer · **17.9%** per view

TikTok

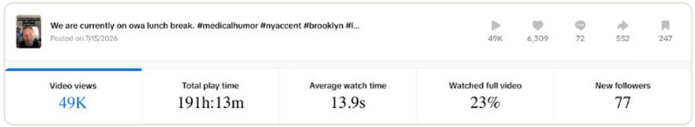
Please cawl back during nowmal business owas

Posted July 15, 2026 · Instagram + TikTok combined

INSTAGRAM INSIGHTS · 116,471 VIEWS



TIKTOK STUDIO · 48.8K VIEWS



165K VIEWS

19.9K ENGAGEMENTS

16.5% per viewer · **12.0%** per view

Instagram + TikTok combined

Heavea traffics

Posted September 3, 2026 · Instagram + TikTok combined

INSTAGRAM INSIGHTS · 44,381 VIEWS



TIKTOK STUDIO · 109K VIEWS



153K VIEWS

22.1K ENGAGEMENTS

17.1% per viewer · **14.4%** per view

Instagram + TikTok combined

FOLLOWERS

Audience demographics

An adult audience rooted in the NYC metro: 21% of Instagram followers live in five NYC-metro cities and 16% of TikTok followers in the five boroughs, with reach well beyond: Los Angeles is the #2 city on Instagram, and 93% of Instagram followers live in the US. Most are 25–44 and nine in ten are 25 or older.

Audience · as of November 18, 2026

NYC metro close-up

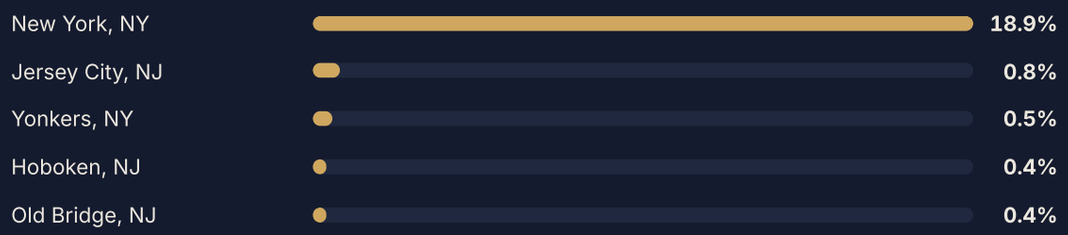
HOME TURF

Instagram top cities · TikTok top US cities, as a share of all followers on each platform

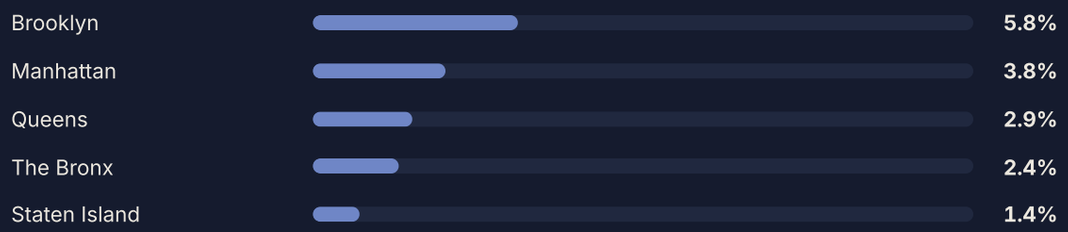
21.0%
INSTAGRAM
of followers in five NYC-metro cities

16.3%
TIKTOK
of followers in the five boroughs

INSTAGRAM · NYC-METRO CITIES



TIKTOK · THE FIVE BOROUGHS



Beyond NYC

NATIONAL REACH

Country and city share of followers

92.6%
INSTAGRAM · US
of followers live in the US

86.7%
TIKTOK · US
of followers live in the US

INSTAGRAM · TOP CITIES OUTSIDE THE NYC METRO



Outside the US · Instagram: Canada 1.1% · UK 0.9% · Australia 0.4% · TikTok: Canada 1.0% · UK 0.9% · Australia 0.4%

Gender

Instagram + TikTok, weighted by followers

65%
Women

35%
Men



Instagram 63 / 37 · TikTok 68 / 32

Age

Instagram + TikTok, weighted by followers

18–24		10%
25–34		36%
35–44		28%
45–54		13%
55+		13%

64% are 25–44 · 90% are 25 or older

18,765

INSTAGRAM FOLLOWERS

93% US · NYC 19% of followers · Largest group 35–44

14.3K

TIKTOK FOLLOWERS

87% US · 68% women · Largest group 25–34

LET'S GET YOU RESULTS

Your goal, our audience, measured results.

Tell us the result you need. You get a concept within 72 hours, a campaign on schedule and a report against the goals we set. Scope and rates are built around each campaign.

Michael La Morte

HIGH-ENGAGEMENT PROMOTION DELIVERED THROUGH EVERYDAY, RELATABLE EXPERIENCES

michaelalamorte@gmail.com

Instagram @lamortemick

TikTok @lamortemick

← See the main media kit

